



BETHANY THOMAS

EVENT DIRECTOR

Profile

Enthusiastic and seasoned Events Director with over a decade of expertise within the agency realm. Specializing in high-worth global events, I have created impactful experiences across continents, mastering the complexities of diverse cultures and logistical challenges. Proficient in managing events with budgets of up to \$5 million, I excel in creating unforgettable experiences that exceed client expectations. With a proven track record of seamlessly handling all aspects of event planning and execution, from concept development to post-event evaluation. Originally from England, I relocated to Los Angeles to spearhead the establishment of TAG's USA Events division, and later, navigated us through the challenges of the COVID collapse, only to rebuild stronger. Within the five years at TAG in the USA, I achieved a remarkable 205% growth in both turnover and GP, and successfully managed teams spanning over 5 offices. Since my time at TAG, I have seamlessly transitioned into the freelance world, leveraging my expertise to deliver impactful solutions for international agencies, clients, and startups. Skilled in team leadership, budget management, vendor negotiations, and stakeholder communication, I am passionate about delivering innovative solutions and creating long lasting relationships.

SKILLS

- Team Management and Leadership
- C-Suite Communication
- Budget Management; Division and Client
- Relationship builder with VIPS, A-Listers, Content Creators, Talent and Corporate Stakeholders
- Negotiation with vendors on pricing and contracts
- Business development and sales generation
- Proficient in Microsoft, Google Workspace, Canva, Cvent and Eventsforce
- Experienced in global travel and managing overseas projects and teams
- High energy and outgoing personality



- 310-367-3753
- bethanyloisthomas@gmail.com
- Los Angeles
- Green Card holder, eligible to work in the US

EDUCATION

THE UNIVERSITY OF PLYMOUTH, ENGLAND

BSc Hons Events Management, **2:1**
2007 - 2010

KING EDWARDS VI COLLEGE, STOURBRIDGE, ENGLAND

A-LEVELS: Business Studies, Statistics, Communication Studies
2005 - 2007



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EXPERIENCE

FREELANCE

Event Specialist - **2024 - Present**

Providing senior-level event specialist services to global brands and agencies. Expertly navigating complex logistics and international vendor networks to ensure flawless execution from concept to completion, regardless of location.

TAG (THE APPONTMENT GROUP)

Event Director, USA - Los Angeles **2019 - 2024**

Senior Event Manager and Supervisor - London **2017 - 2019**

Event Manager - London **2016 - 2017**

Event Coordinator - London **2015 - 2016**

Event Assistant - London **2013 - 2015**

Team Leadership and Development:

- Directed a team of 10 full-time employees and oversaw up to 20 freelance staff for on-site events.
- Spearheaded the end-to-end talent lifecycle, from recruitment and selection to onboarding and induction processes, fostering a high-performing team culture.
- Implemented performance management strategies and appraisals, including facilitating regular reviews, setting and tracking objectives, devising targeted performance improvement plans and additionally, recognizing and rewarding outstanding performers while proactively addressing underperformance.
- Championed professional and personal development initiatives by sourcing relevant trainings to bridge skill gaps and nurture individual growth.

Finance Responsibilities:

- Updating monthly and annual budget sheets for TAG C-Suite and stakeholders.
- Maintaining a consistent profit margin of 20%.
- Tracking all client and supplier payments in collaboration with the finance team.
- Continuously refining and enhancing budget sheets for both TAG and clients.
- Crafting comprehensive event budgets for clients.
- Optimizing commission levels with suppliers to maximize profitability.
- Ensuring clients receive competitive rates and unmatched value.
- Thoroughly reconciling all events to uphold financial integrity.

Client Relations and Business Development:

- Crafted and negotiated client and supplier contracts.
- Executed a comprehensive US Event strategy, pinpointing untapped opportunities for expansion and commercial success across existing and emerging markets.
- Drove business growth through strategic networking, client referrals, and cross selling between TAG divisions.
- Pitched TAG to prospective clients through compelling pitches, effectively showcasing our capabilities and expertise.
- Innovatively researched, wrote, and designed bespoke event proposals tailored to each clients' requirements.
- Proactively managed TAG's online presence through social media engagement, press outreach initiatives, and captivating flipbook creations.

EXPERIENCE CONT.

TOM JAMES

Professional Clothier - London

2011 - 2013

A bespoke tailor selling high-end luxury garments to high-net worth individuals in their offices and homes. Responsibilities include initial sales calls, face-to-face meetings and training new graduates in sales techniques.

NISSAN (CONTRACTOR THROUGH RPM)

Administrative Event Manager

2011 - 2013

Managed all Nissan-related events and meetings at the O2 Arena, coordinating with suppliers and overseeing a team of 24. Responsibilities included reporting, managing booking systems, and ensuring KPIs were met while providing administrative support. Key achievements involved successful weekly event deliveries and the implementation of new administrative systems and staffing schemes.

CLIENTS

- USC
- Live Nation
- iHeart Radio
- Samsung
- Epson
- EA Sports
- Jane Street
- Mimecast
- Quickbase
- VUE Cinema
- Mercedes Benz
- AIISAINTS
- International Rescue Committee
- The Mark Foundation
- PWC
- Toyota